

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.





1924

MAR 17 1924

# ORIGINATORS OF THE WORLD'S FINEST ASTERS, GLADIOLUS, DAHLIAS, BEANS & POTATOES.

**J. K. RUGOWSKI SEED CO.**  
**MANITOWOC, WISCONSIN**

## Here Is Our Claim--Read It!

Aster and Gladiolus are our specialty, dating back to 1907 when Mr. Rugowski began the breeding of Flowers and Vegetables. He has devoted all of his time to this work and has made a wonderful success. His motto: Work, Wait and Win, has accomplished what we are offering to you. It has taken many years of labor and patience to produce such wonderful strains of Flowers that all lovers are looking for, the Asters and Gladiolus.

You may say everything sounds good on paper because everybody claims to have the best, well that may be true, but, has your dealer proven so? We have, and are going to show you that if such facts can be shown there can be no doubt about it. Here is some proof, not by any individual, but by experts that know the merits of a flower, from all parts of the Country.

Shown at Manitowoc County Fair six years in succession, winning all 1st Prizes, in all classes.

Shown at Wisconsin State Fair, 1920-1921-1922-1923. Four years in succession, winning all 1st Prizes, in all classes.

Shown at Des Moines, Iowa, Wausau, Wis., Plymouth, Wis., where we won all 1st Prizes, in all classes.

Shown at Annual Meeting, Wisconsin State Florists Association receiving an endorsement as the most meritorious flowers ever seen. Meritorious Pink Aster derived its name through this endorsement.

Shown at Commercial Flower Growers of Chicago, September 17th, 1920. A perfect vase of Meritorious Pink Asters which scored.

Color 25; Size 40; Stem 15; Substance 10; Total 90 points. This is also what it says: Mr. Rugowski is doing some wonderful work in improving Asters and deserves all possible assistance and encouragement from our organization. (Great improvements were made since that date). Signed: H. Jepsen, H. Wehrmann.

Shown again at Chicago, this time with the Chicago Florist Club, where we received Three Certificates of Merit. On Meritorious Pink, Manitowoc Rose, and an unnamed seeding known as Royalty. The exhibit was staged Sept. 28th, 1921.

Shown in 1920-1921-1922, at National Conventions of A. S. F. O. H. at Cleveland, Ohio, Washington, D. C. and Kansas City, Mo. Anybody who visited these conventions will frankly tell you that such blooms were never shown before.

You can grow them as well as we do. But you must have the strain and culture, we can furnish both. We sell the seed, and give you the culture free.

Another fact why our strains are imperial. We have challenged every grower of Asters to show their strains against ours in 1921-1922, but none responded. What Aster grower is willing to claim growing the World's Finest Asters. We have it now, you can have it, if you prove it, take up our challenge this season.

**ORDER TODAY--TOMORROW NEVER COMES!**

**WE GROW 30 ACRES OF SEEDS AND BULBS**

**All Astor Seeds Listed are Mr. Rugowski's Own Origin, Except Queen of the Market Varieties.**

**WE ALWAYS SHOW BEFORE WE OFFER**

### ROYALTY

The bloom of this strain will average 4 in. across with positively no sign of a center at any time. Its color is a dark pink, long straight stem, extra good shipper and keeper, at least ten good marketable blooms to each plant; stems 16 to 20 in. long. Extra early, comes in right after Queen of the Market. Exact shape of a Chrysanthemum.

This Aster awarded Certificate of Merit, September 8th, 1921, at Chicago, Ill.

Price per package 50c; large package \$1.00; Ounce \$25.00.

### IMP. MERITORIOUS PINK (New)

This Aster was the choice of everybody that has seen it on our various exhibits the past season. Color is flesh pink, same as Meritorious Pink but just again as full, the stock is also somewhat stronger. Blooms are extra good keepers and shippers. It is a poor seed producer on account of its fullness. At least 12 to 14 good blooms can be cut from one plant with stems 18 to 24 inches long, all depending upon the soil.

Price per package \$1.00; Six packages \$5.00; Oz. \$25.00.

### ROSE MANITOWOC

Rose Manitowoc has the very same habits as Pink Manitowoc, the keeping quality cannot be duplicated by any other strain of Asters. The size is simply something wonderful. A Certificate of Merit was awarded to us on this Aster by the Chicago Florist Club, September 8th, 1921 at Chicago. This Aster is also a poor seed producer, therefore we are only able to offer it in packages.

Price per package \$1.00; Six packages \$5.00.

All full size seed packages contain 250 seeds or over.

### NATIONAL PINK

We have promised you this Aster last season and we are going to keep it. There is no Aster lover that would be without it after once seeing it. Its size and color is something wonderful. Bloom measures 5 to 6 inches across, very full. Color is well established, but type ruins a little of it. It would take an expert to detect it. Very free bloomer. A Prize winner.

Price per package \$1.00; 6 packages \$5.00.

### DOUBLE FOLIAGE (White)

This strain of Aster has more merits than all the Asters combined. It is very early, extra good keepers after cut. The foliage on its stem is just again as large, and double the amount of petals, in fact it resembles a Fern with a very good sized bloom fully as large as the queen of the market. Stems 16 to 18 inches. Very good bloomers. Experts pronounced it the greatest achievement of the 20th century in Asters.

Price per package \$1.00; 6 packages \$5.00.

### DOUBLE FOLIAGE (Mixed)

This mixture runs in all the colors, white, purple, pink, rose and crimson. It is just as double foliage white but colors are not yet established, which might take several years, but on account of having a good crop of this seed, we thought it best to offer some instead of destroying it, which has been done the past 10 years. We want all to try this mixture, it should prove a good payer in the south.

Price per package \$1.00; 6 packages \$5.00.

**ALL THE ABOVE SIX LARGE SIZE PACKAGES ON THIS PAGE \$5.00; ONE OF EACH.  
GROW THESE AND SHOW THEM FOR PRIZE WINNERS**

While we guarantee that all our seeds, plants and bulbs will grow and produce good crops when planted under favorable conditions, we give no warranty expressed or implied, as to the description, quality productiveness of any goods we sell, nor will we be responsible for the crops. The purchaser must, therefore, accept goods ordered from us under these terms, or no sale is made.



## COMPACT PURPLE

This strain is the most compact variety that we have. Good solid color, very strong grower, same shape as Compact White. We have a very small quantity to offer in one size packages only. Get a start on this one and grow it on a large scale next year.

Price per package 50c; large package \$1.00.

## PURPLE HONOR

Purple Honor was offered for sale last season in original packages at \$1.00 per package. We sold all that we had because those who saw it at our exhibits ordered large quantities. We are again nearly sold out. This is the finest purple Aster ever produced. Of course we do not recommend it as a shipper.

Price per package 50c; large package \$1.00.

## PURPLE BEAUTY

The color and shape are the same as Giant Purple Beauty or Dwarf American Beauty. Not as large as the Giant. It is also of dwarf habit. Good cutter. Good shipper. Very heavy strong stems, extra full blooms.

Price per package 25c; large package 50c; ounce \$8.00.

## GIANT PURPLE BEAUTY

Giant Purple Beauty derived its name from its size. The shape of the blooms are just like a Chrysanthemum. Stems 18 to 20 inches long, very few laterals, at least 10 to 12 good blooms can be cut from each plant for market purposes. This is a money maker for the grower who does shipping. Good keeper, dwarf habit.

Price per package 50c; large package \$1.00.

## PURE HONOR (White)

This Aster was Mr. Rugowski's first origination and was offered to the public in 1919 at a price of 3c per seed. We have had trouble in ripening this variety, especially last season, and can only offer it in package form. Crop failure was the cause, altho we had a large planting. This Aster has caused a sensation all over the world.

Price per package 50c; large package \$1.00.

## WHITE MANITOWOC

This is the largest white Aster ever seen. Blooms measure from 4 to 6 inches across. Very full, long stems. Not recommended for shipping. Blooms of this strain will bring good prices in any market. Long cutting season.

Price per package 25c; large package 50c; ounce \$8.00.

## RUGOWSKI'S WHITE BEAUTY

This is the fullest white Aster ever seen or grown by anybody. It is actually double crowned, blooms average about 3½ inches across, very full, no center. This is also a good commercial variety, stems average 14 to 18 inches. This strain requires extra rich soil, well balanced in all plant foods. It is mid-season.

Price per package 25c; large package 50c; ounce \$15.00

## PURITY (White)

This Aster is yet to be studied upon. We have been growing the past four years and have results but not up to our expectations. It resembles Pure Honor but has a stronger stock and stem and therefore makes a good shipper. Seed of this strain will always be scarce. We have a limited supply to offer this season.

Price per package 50c; large package \$1.00

## COMPACT WHITE

This strain was developed by us some years ago. It is being offered for the first time. Compact White is very solid, in fact that is how it got its name. The petals are very solid, positively no sign of a center. Extra good commercial variety, free bloomer. 85% purity, balance other colors. If you want a solid aster try this one.

Price per package 25c; large package 50c; ounce \$8.00.

## RED FEATHER

This Aster is of a single type. It has its lovers same as the single Dahlia. It is a dark red or crimson. Single but shows very little center. Blooms measure 4 to 7 inches in diameter. Very good keeper. Poor shipper. But for private use it has many lovers.

Price per package 25c; large package 50c

## LAVENDER BEAUTY

We have a good lavender Branching Beauty that is worth while planting on a large scale for those who ship long distances or who grow blooms for the market in any form. It is mid-season, grown from extra selected stock. We can supply this in any amount, as it is the only good seed producer we have.

Price per package 25c; ounce \$4.00

## MERITORIOUS PINK

Meritorious Pink Aster is a tall branching variety with very long straight stems, color is a fine flesh pink, there is no other Aster that could ever duplicate it for size and beauty. Wherever shown it has always captured 1st Prize. Awarded Certificate of Merit at Chicago, September 8th, 1921. Good cutter and good shipper. Long stems. Best commercial variety in mid-season.

Price per package 25c; large package 50c; ounce \$8.00.

## PINK MASTERPIECE

This Aster is of the same breeding as the Manitowoc strain. It is a very fine flesh pink, petals very fine, extra full flower, no sign of a center, Dwarf habit, blooms on sprays from 5 to 7 on each spray. A single plant will produce 50 to 60 good size blooms. Good keeper. Not recommended for shipping. Extra good for borders.

Price per package 25c; large package 50c; ounce \$8.00.

## PINK MANITOWOC

This Aster has very fine long petals, blooms often, measure 5 to 6 inches in diameter. One of the best keepers that we have put on the market. In a few years it will lead them all on account of its good keeping quality. Average weather cannot damage it in the field. Good branching blooms spread well, long season for cutting. Color, flesh pink.

Price per package 25c; large package 50c; ounce \$15.00

## DWARF AMERICAN BEAUTY

This Aster is a great improvement over the old American Beauty. Very full of blooms, long straight stems, average 14 to 18 inches. At least 10 to 12 good marketable blooms can be cut from each plant and still enough blooms left for bouquet purposes. Single plants have produced as high as 40 blooms from 3 to 4 inches in diameter. Good shipper.

Price per package 25c; large package 50c; ounce \$8.00.

## 2 FOOT BEAUTY

This Aster is similar in color and shape as Dwarf American Beauty. Very full, tall growth, over 2½ feet, very strong grower and very long straight stems. Blooms average from 3 to 5 inches across. Very good shipper. Late bloomer. Where beauty colors take, this one is a money maker. Seed very limited, packages only.

Price per package 50c; large package \$1.00; 6 packages \$5.00

## MIXED ASTERS

### HONOR MIXED

This mixture consists of all colors of the Honor Type. Where Asters are grown on a large scale for plant trade this mixture will bring many new customers next season.

Price per package 25c; large package \$1.00; ounce \$8.00

We get 50c per dozen for plants of this mixture.

### MANITOWOC MIXTURE

This mixture consists of a new breeding. Some of the most wonderful colors and sizes we ever saw. Our intention was to destroy the surplus until we had each color well established, but it seemed too good so we are offering it in package form and where a good mixture is wanted.

Price per package 25c; large package 50c.

### BEAUTY MIXED

All the colors of this mixture are extra good as well as the strain that we developed. We have a good supply of this variety. Truckers and gardeners should grow these for the plant trade.

Price per large package 25c; ounce \$3.00.

### COMPACT MIXTURE

Compact mixture will, without a doubt, please anybody who likes a solid bloom. All colors of this strain are in this mixture.

Price per package 25c; large package 50c; ounce \$8.00.

### CHOICE MIXTURE

This mixture consists of all varieties, colors and strains. No distinct color, shape or type. Market gardeners growing plants on a large scale should try this one. We have a goodly quantity of this mixture at all times.

Price per ounce \$1.00; per pound \$12.00.

### QUEEN OF THE MARKET, EARLY

	PKG.	LARGE PKG.	OZ.
Rose Queen of the Market.....	.10	.25	\$2.50
Crimson Queen of the Market.....	.10	.25	2.50
White Queen of the Market.....	.10	.25	2.50
Blue Queen of the Market.....	.10	.25	2.50
Lavender Queen of the Market.....	.10	.25	2.50
Mixed Queen of the Market.....	.10	.20	2.00

FOR PRICES REFER TO THIS LIST



# HE WHO WORKS AND WAITS, MUST WIN.

Schenectady, N. Y.

1197 Eastern Ave.

Nov. 28, 1923.

Mr. Rugowski:

Dear Sir:

As I had some of your Aster Seed, and which turned out wonderful, I would again like to get one of your Aster catalogues, also your Gladioli price list for the coming season, and oblige.

Sincerely yours,

R. V. HUGHES.



## EARLIEST PRODUCER TOMATO

Earliest Producer Tomato is the best and most productive tomato ever put on the market. Its quality cannot be duplicated as to flavor, shape and color. Those who have grown it the past four years would want no other kind. Prices this year are normal. It will pay the big grower to put in a large acreage.

Price per package 10c; per ounce 40c; per pound \$4.00.

## PANSIES, NEW GIANT FRILLED

Crop very short. We have but a very limited amount to offer in packages only.

Price per package of 250 seeds 50c; 750 seeds \$1.00.

## RUGOWSKI'S STRINGLESS CANNER BEANS

We are ready to offer some of Mr. Rugowski's new varieties of Beans. Over 10 years of time was devoted in perfecting something just a little better than the old variety of wax bean.

This Bean is absolutely stringless at all times, produces long slender pods. Nearly round, the seed is very small comparing to the older strains, which average about 60 to the ounce. Our bean will run 90 and over, which is one great saving. This Bean in a few years will be wanted by many canners. A machine will trim 99% of them. Its pods are straight.

Price per package, 1 ounce 25c; 5 packages \$1.00

GOOD BEANS BRING MORE MONEY

## NEW POTATOES

### If You Don't Grow them, Tell Your Neighbor

How would you like to dig Potatoes in your field at the rate of 776 bushels per acre? Well, if you lived in Wisconsin, your average would be only 96 bushels. Yet, right here in Wisconsin, this kind of a potato was originated, that has produced such an amount. This potato was started 14 years ago, and through Hybridizing, Mr. Rugowski has proven that by patient labor, he has produced something that will put him to the front of public benefactors. Just imagine eight times as many potatoes on one acre as now grow on the same soil. Not only that—this potato produces an immense lot of seed ball, something that only the older people in this country remember. Not only is this Potato a good producer, but its quality cannot be duplicated for all purposes. There had been an official test made on Oct. 13th, 1923, the average hill produced  $4\frac{3}{4}$  lbs. to each hill, planted 3 feet by 18 inches in the row. There were also single hill tests made by various farmers. Some of whom had very large yields. One Edward Bedell, 2 hills, 12 lbs; Anton Simmet, 1 hill, 16 lbs, largest potato about  $3\frac{1}{2}$  lbs. This potato is being offered for sale for Fall Delivery, 1924 and all orders will be filled in rotation as they come in.

Price per pound \$1.00; 5 pounds \$5.00; 10 pounds \$10.00. Cash with Order, plus Postage. Limit 10 pounds to the Customer.

P. S.—This potato will be grown in every state in the union in 1925. If you wish to get a start on it, place your order now, before they are all sold. Only a limited amount of orders will be booked.

## HYBRIDIZED POTATO SEED

Grow new strains of Potatoes. Get a package of Rugowski's Hybridized Potato Seed from our big producing strain which produced 766 bushels per acre in 1923. You might strike it as lucky as Mr. Rugowski did. Parties placing orders for Potatoes in 5 or 10 lb. lots, get a package FREE.

Price per package 25c; 5 packages \$1.00.

Full directions with each package—Very interesting and profitable.

## Personal Talk About Asters.

How is it that you can grow such wonderful Asters, Mr. Rugowski? I could never do it. I used to grow just wonderful Asters years ago, but I can't grow them any more. In the first place they get the yellows and then the stem rots, etc.

This is the kind of talk I have heard from people I have met at the various conventions from time to time. But this has not discouraged me from breeding finer Asters year after year, neither did it discourage me because others have had failures.

I have had those same troubles for some time but I soon found out why Asters get the yellows, also why they stem rot. I love the Aster. I studied its habits and found out that these dreaded diseases could be overcome. This is all positively overcome by following my advice "How To Grow Asters" Successfully, which is given Free with every purchase of our Aster Seed. Very little extra care or special soil is required. Asters can be grown on almost any kind of soil successfully. We have light sandy soil, heavy loam, muck, and even clay soil, and we always grow Asters. The past two seasons we have not seen a stem rotted plant on a ten acre patch. There must be a reason! We have cut the yellows down to 99 $\frac{1}{2}$ % and in another few years I will personally guarantee all of our Aster seed to be free from any yellows. Yellows is only transferred through diseased seed, which was harvested from such a plant.

Try my advice and grow Good Asters. Let us all join in and grow the Aster without fear. Of course we must. WORK, WAIT and WIN.

J. K. RUGOWSKI.



# GLADIOLUS BULBS.

**ORDER TODAY—TOMORROW NEVER COMES**

Our Gladiolus Bulbs are grown by us. Very few flowers are cut for market. We grow bulbs to produce blooms. The stock we have is extra young, no bulbs over three years old. True to name, "Purity" is our motto, 99% Purity.

The price in this list should be of interest to you, especially if you wish to start on a large scale. If you are in the market, get busy and order what you need, they will not last long at the prices we are quoting. We are obliged to make room for our Novelties, some of which will be offered for sale in 1924. Let us put you on our mailing list.

## The Following Prices are Quoted per 1,000 lots

	1st Size 1½ to 2	2nd Size 1¼ to 1½	3rd Size 1 to 1¼	4th Size ¾ to 1	5th Size ½ to ¾	6th Size ¼ and under	Bulblets
America .....	\$14.00	\$11.00	\$ 7.00	\$ 4.50	\$ 3.00	\$ 2.00	40c Qt.
Mrs. Francis King.....		13.00	9.00	5.00	4.00	3.00	40c Qt.
Mrs. Fr. Pendleton .....			20.00	15.00	10.00	5.00	50c M.
Niagara .....			17.00	10.00	7.00	4.00	50c M.
Panama .....			15.00	10.00	7.00	4.00	40c M.
Schwaben .....			17.00	10.00	7.00	4.50	50c M.
War .....			24.00	18.00	12.00	6.00	60c M.
Mixture .....	11.00	9.00	5.00	4.00	3.00	2.00	\$2.00 Pk.

**Special price for output of 250,000 Americas one inch and under, and 20 bu. of Bulblets.**

The above prices are for cash with order of 1000 lots or over. Where more than one variety is ordered they will be filled at 1000 rates, but not less than 250 of one variety. Make first and second choice. We are bound to clean the above stock in a hurry.

Mr. Rugowski, who is Internationally known as a Hybridizer of the World's Finest Asters, has also the distinction of producing the World's Finest Gladiolus, that thousands have viewed in 1923, some nearly 5 feet tall.

## SPECIAL OFFER OF GLADIOLUS NOVELTIES

Just a few of our very rarest Gladiolus will be offered this season to breeders and which will not be offered again until sufficient stock is propagated to offer them in larger lots. All of these that we are offering will command fancy prices for years to come. Here is a chance to get something rare to make big money and a big start in a few years. Only six of our best strains of our 1000 seedlings as follows:

### E. W. No. 60.—NAME SELECTED

This seedling is going to create some comment when once offered to the public. It has been shown the past two seasons and is the choice of 99% over all Gladiolus in the light shades. It is creamy white opens up with 8 to 10 blooms at one time. About 6 inches across. Very strong stock. Extra good shipper, and good multiplier. Has a very popular name and will be advertised more extremely than some of the best. Most of output is already contracted for by a large business house who will use it in connection with their business.

12 1st size Bulbs for sale \$50.00 each, or 500.00 for lot.

### E. W. No. 59.—NAME SELECTED

This Gladiolus has its merits. It has been named after the most popular manufacturing concern in America who spends millions in advertising—they alone will make this Gladiolus popular all over the country and abroad. It is pure white with 5 distinct lavender lines on lower petals, medium height, extra good multiplier. All bulbs guaranteed. This one will multiply at least 40 to 1. 1 bulb in 5 years time should produce at least 50,000 bulbs.

10 Bulbs for sale at \$50.00 each; \$450.00 for all.

### No. 20, G-42.—NAME SELECTED

The shade of this Gladiolus is an Arabian yellow, or orange color; extra good multiplier, will produce blooms from bulblets first season. Mother bulb, put out one spike in 1923, that had five full sized bloom spike. Each measured 14 to 16 inches and bloomed over five full weeks, each week a new spike. We already have a name selected which will be given out only after registration. Grows 2½ feet tall; blooms 6 inches across.

6 Bulbs for sale at 50.00 each, or \$250.00 for all.

### No. 16, G-42.—UNNAMED

This is in our belief the star Gladiolus of America or Canada, possibly we could go farther. Its color is purplish red, nearly 7 inches across. Stood 4 feet and 9 inches tall in field. Very strong stock and possibly the largest bloom spike on record. From base of first bloom to tip it measures 25 inches, two other side shots measure 16 inches each. This spike just 3 inches longer than one discovered in Canada Sept. 13, by Dr. Bennett in St. Thomas. This should prove a good strain for breeding purposes.

Only 2 Bulbs for sale at \$1,000.00 each

### G-42.—MIXTURE

This mixture consists of bulbs from seedling that were grown in our gardens. There are some bulbs in this mixture that could not be purchased in separate colors for ten times the price that we ask per dozen. For sale in following sizes:

2nd size, \$10.00 per doz.; 3rd size, \$8.00 per doz.; 4th size, \$6.00 per doz.; 5th size, \$4.00 per doz.; 6th size, \$2.00 per doz.

Bulblets, \$2.00 per 100, \$15.00 per 1,000.

The above are of strong stock similar to Schwaben. Our best strains are included in this mixture.

### E. W. No. 53.—UNNAMED

This seedling was started in 1919; come into bloom in 1922. Very delicate white with dark lavender marking. It is very nicely lacinated, or cut out petals, something very rare. Just recently a Gladiolus breeder catalogued similar strain at \$1,000 per bulb.

Only 6 Bulbs for sale, 1 in. and up; price per Bulb \$100.00; all six for \$500.00 to one party.

## WOULD YOU SPEND A DECADE FOR THE PLEASURE OF OTHERS?

It sometimes takes a decade to produce a new flower. SLOW WORK! Your support will hasten it  
ORDER TODAY—TOMORROW NEVER COMES

## A REASON WHY?

Most strains of Asters that we are offering are very poor seed producers on account of their fullness. If we were to grow Asters that are subject to open centers, we would have no difficulty in ripening up any amount of seed. We could not claim to be growing the finest Asters in the World. Our price is as low as we can make it. Quality and Quantity are two different things. One good plant of Asters is worth a dozen poor ones. The difference is twelve times the work and space of valuable land.

Executive Chamber, Madison, Wis.

Mr. J. K. Rugowski,  
905 Washington St., Manitowoc, Wis.

Dear Mr. Rugowski:

Your very splendid selection of asters came to my desk this morning. I believe you when you say that they have always won first prizes wherever shown for the last seven years, and that they have been first prize winners the past four years at the Wisconsin State Fair, in all classes.

To have developed the fine strains of such a very excellent quality, through so many years of diligent effort, must have taken great patience which has brought to you success.

In giving you my wholehearted thanks for your kind remembrance, I am wishing and speaking for you continued success in this very splendid undertaking in which you are engaged.

Sincerely yours,

JOHN J. BLAINE, Governor.

J. K. RUGOWSKI SEED CO.



Manitowoc, Wis.